

USDA ANNOUNCES \$110 MILLION TO PROMOTE U.S. FOOD AND AGRICULTURAL PRODUCTS OVERSEAS

WASHINGTON, June 6, 2003 – Agriculture Secretary Ann M. Veneman today announced fiscal year 2003 allocations of \$110 million to 65 U.S. trade organizations to promote U.S. agricultural products overseas under the Market Access Program (MAP). The 2002 Farm Bill provides for significant increases to MAP, more than doubling funding to \$200 million annually by 2006, the first increases to the program since 1996.

"Increased trade opportunities for American agriculture products benefit not only the food and agriculture sectors, but the economy as a whole," said Veneman. "The Market Access Program helps promote U.S. products and build new markets overseas."

Veneman said that exports are expected to reach \$56 billion this year, which support 840,000 jobs, and that for every \$1 billion more, 15,000 new jobs are created.

MAP uses funds from USDA's Commodity Credit Corporation to enter into agreements with U.S. agricultural trade organizations, state regional groups and cooperatives. The CCC funds are used to share the costs of overseas marketing and promotional activities for both brand and generic promotions targeting marketing constraints and opportunities. Examples of activities conducted with MAP funding include consumer promotions for retail products, seminars and workshops to educate overseas customers about agricultural biotechnology and food safety, training and assistance to foreign processors and manufacturers on the utilization of U.S. product ingredients and market research. MAP is administered by USDA's Foreign Agricultural Service.

All program applicants undergo a competitive review process based on four weighted criteria – the degree to which the applicant contributes resources to the program, historic export performance, projected export goals and achievement of past export goals. MAP is one of several USDA programs included under a unified application and review process designed to ensure the most effective and results-oriented utilization of government resources available to the agriculture industry for developing overseas markets for U.S. products.

For more information on the program, call the FAS Marketing Operations Staff at (202) 720-4327 or visit the FAS Web site at <http://www.fas.usda.gov/mos/programs/mapprog.html>.

Fiscal year 2003 allocations are attached.

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Market Access Program Allocations**Fiscal Year 2003**

Participant	Allocation
Alaska Seafood Marketing Institute	\$2,721,428
American Forest & Paper Association	\$5,979,825
American Peanut Council	\$1,185,877
American Seafood Institute	\$750,515
American Seed Trade Association/Oregon Seed Council	\$354,451
American Sheep Industry Association	\$276,916
American Soybean Association	\$3,431,438
Blue Diamond Growers/Almond Board of California	\$1,214,877
California Agricultural Export Council	\$618,066
California Asparagus Commission	\$244,922
California Cling Peach Growers Advisory Board	\$316,958
California Kiwifruit Commission	\$132,747
California Pistachio Commission	\$771,698
California Prune Board	\$2,184,878
California Strawberry Commission	\$552,809
California Table Grape Commission	\$2,253,608
California Tomato Commission/Florida Tomato Committee	\$614,285
California Tree Fruit Agreement	\$1,150,782
California Walnut Commission	\$2,812,106
Cherry Marketing Institute	\$122,265
Chocolate Manufacturers Association	\$989,423
Cotton Council International	\$8,406,098
Cranberry Marketing Committee	\$736,959
Florida Department of Citrus	\$3,998,895
Food Export USA Northeast	\$4,366,864
Ginseng Board of Wisconsin	\$28,559
Hawaii Papaya Industry Association	\$61,105
Hop Growers of America	\$87,081
Intertribal Agriculture Council	\$444,794
Mid-America International Agri-Trade Council	\$6,056,818
Mohair Council of America	\$36,859
National Association of State Departments of Agriculture	\$1,576,035
National Dry Bean Council	\$549,192
National Honey Board	\$130,533
National Potato Promotion Board	\$2,331,169
National Renderers Association	\$337,183
National Sunflower Association	\$868,864

Participant	Allocation
National Watermelon Promotion Board	\$134,665
New York Wine and Grape Foundation	\$170,759
North American Export Grain Association	\$75,226

Northwest Wine Promotion Coalition	\$438,114
Organic Trade Association	\$73,573
Pear Bureau Northwest	\$1,398,786
Pet Food Institute	\$864,327
Raisin Administrative Committee	\$1,835,893
Southern United States Trade Association	\$4,644,176
Sunkist Growers, Inc	\$1,775,869
Texas Produce Export Association	\$72,053
The Catfish Institute	\$303,268
The Popcorn Board	\$250,835
U.S. Apple Association	\$497,763
U.S. Dairy Export Council	\$2,161,513
U.S. Grains Council	\$3,536,255
U.S. Highbush Blueberry Council	\$106,331
U.S. Livestock Genetics Export, Inc.	\$754,338
U.S. Meat Export Federation	\$10,138,190
U.S. Wheat Associates	\$2,458,897
USA Dry Pea and Lentil Council	\$478,213
USA Poultry and Egg Export Council	\$2,709,601
USA Rice Federation/U.S. Rice Producers Association	\$2,620,887
WA State Fruit Commission/CA Cherry Advisory Board	\$801,734
Washington Apple Commission	\$1,814,050
Welch's Food	\$535,458
Western United States Agricultural Trade Association	\$6,643,513
Wine Institute	\$3,758,831

Reserve	\$250,000
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TOTAL	\$110,000,000
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